

Family Room Reset

Facilitator Guide

Topic: Protecting Personal Passwords and Data

For the week of April 4.

Background:

- At Apple, protecting personal passwords and data is of the utmost importance and our customers' trust means everything to us.
- We believe the most personal technology must also be the most private.
- Customer devices are personal. Customers add photos, messages, contacts, credit cards, etc. and rely on us, every day, to keep their personal information safe.

Our Responsibility:

- It's our responsibility to remain consistent in supporting the above message, to instill confidence in our customers.
- It's also our job to educate customers on why we need access to their information—to perform troubleshooting and confirm repair.
- Make sure customers know their options, as it relates to Apple's access of their devices and personal information.

Discuss:

- During repairs, we access customer data and passwords. What precautions do we take to protect this information?
- When do we ask customers for their passwords and/or have access to their personal data?
- Discuss these options, and the impact to customers:
 - Back up and erase the device to protect both the password and data
 - Create a temporary passcode (temporary account) for use during repair
 - Record current password
- When performing whole unit swaps, we must erase all customer iOS devices prior to returning them to the warehouse. It's important that our customers are aware of this step to protect their personal information. How might you educate your customers on this?
- When sending in iOS devices for mail-in repair, make your customers aware that, together, we will erase the device prior to sending to depot.
- Discuss how each of the above options protects our customers' personal passwords and data.

Resources:

HT204060

HT201351

PH21765

HT201065